

D360 BACHELOR OF COMMERCE/BACHELOR OF COMMUNICATION

FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2023

Last updated 27/07/2023

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year's enrolment – by using the information on this map and in the Handbook.

You must also complete the following compulsory zero (0) credit point units: [MAIO10 Academic Integrity Module](#) (0 credit points)

YEAR 1 Year: 2023	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 2 Year: 2024	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 3 Year: 2025	Trimester 1				
	Trimester 2				
	Trimester 3				

YEAR 4 Year: 2026	Trimester 1				
	Trimester 2				
	Trimester 3				

D360 COURSE RULES

- Must pass 32 credit points for course
- Must pass ALL units in {MAIO10}
- Must pass ALL units in {MAA103, MAE101, MAF101, MIS171, MLC101, MMK101, MMM132}
- Must pass ALL units in {ACC100, ACC213, ACC310}
- Must pass 1 units in {AWL100, MWL101}
- Must pass 1 units in {AWL200, AWL201, AWL202, AWL203}
- Must pass 1 units in {AWL300, AWL301, AWL302}
- Must pass 16 credit points from units owned by {Faculty of Business and Law}
- Must pass 4 credit points at level {3} from units owned by {Faculty of Business and Law}
- Must pass 16 credit points from units owned by {Faculty of Arts and Education}
- Must pass 4 credit points at level {3} from units owned by {Faculty of Arts and Education}

- Must pass 1 unit set(s) in {Management (MJ-M30038), Management Information Systems (MJ-M30039), Marketing (MJ-M30040), Accounting (MJ-M30041), Economics (MJ-M30043), Financial Planning (MJ-M30044), Finance (MJ-M30045), Human Resource Management (MJ-M30046)}
- Must pass 1 unit set(s) in {Advertising (MJ-A318001), Digital and Social Media (MJ-A318002), Journalism (MJ-A318003), Public Relations (MJ-A318004)}
- Must pass 2 elective units at level {2,3} from Bachelor of Communication

FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID: _____		Name: _____		
Deakin email: _____			Preferred contact no: _____	
Year commenced:	Period commenced:	eCOE (if applicable):	Campus: _____	Mode: _____
Student adviser: _____				Date: _____

Notes

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery.

- Full time study is typically three to four units (or credit points) each study period.
- Part time study is typically one to two units (or credit points) each study period – part time study will extend the duration of your studies.
- Trimester 3 is typically an optional study period - unless it's your first study period and/or a compulsory study period for your course.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year's University Handbook.

If you have applied for or received credit for units as recognition of prior learning (RPL), it may alter the units you need to study.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit options.

D360 BACHELOR OF COMMERCE/BACHELOR OF COMMUNICATION MAJOR UNIT SETS

ACCOUNTING (MJ-M30041)
MAA204 Accounting Information Systems and Data Analytics
MAA261 Financial Accounting
MAA262 Management Accounting
MAA303 Audit and Assurance
MAA310 Accounting and Society

MAA363 Corporate Accounting

MAF210 Quantitative Methods for Business

MLC301 Principles of Income Tax Law

Completion Rule

- Must pass 8 credit points in {MAA204, MAA261, MAA262, MAA303, MAA310, MAA363, MAF210, MLC301}

Note(s)

Students should consult with their course adviser regarding the units required for professional recognition.

The eligibility of students for membership of any of the accounting accrediting bodies is subject to meeting the requirements of that body and that Deakin makes no representations that individuals will meet those requirements.

M300 Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations.

ADVERTISING (MJ-A318001)

ALA101 Advertising Principles and Practices

ALA102 Creative Brand Communication

ALA201 Art Direction and Visualisation

ALA202 Copywriting and Ideation

ALA203 Integrated Brand Communication

ALA205 Creative Advertising Projects

ALA302 Transmedia Storytelling for Brands

ALA304 Creative Advertising Campaigns

Completion Rule

- Must pass 8 unit(s) in {ALA101, ALA102, ALA201, ALA202, ALA203, ALA205, ALA302, ALA304}
- Must pass 8 credit points in {ALA101, ALA102, ALA201, ALA202, ALA203, ALA205, ALA302, ALA304}

DIGITAL AND SOCIAL MEDIA (MJ-A318002)

ALM101 Making Social Media

ALM102 Making Video

ALM201 Gamified Media

ALM202 Quantified Media

ALM215 Global Media

ALM216 Social Media Strategy

ALM302 Digital Media Entrepreneurship

ALM305 Media Ecologies

Completion Rule

- Must pass 8 unit(s) in {ALM101, ALM102, ALM201, ALM202, ALM215, ALM216, ALM302, ALM305}

ECONOMICS (MJ-M30043)

[MAE201 Competition and Industry](#)

[MAE203 The Global Economy](#)

[MAE214 Economic Strategy for Business](#)

[MAE256 Analytical Methods in Economics and Finance](#)

[MAE301 Choice, Strategies and Dilemmas](#)

[MAE304 Labour and Health Economics](#)

[MAE305 Energy, Environment and Sustainability](#)

[MAE306 Applied Econometrics for Economics and Finance](#)

[MAE307 Economic Policy and Practice](#)

[MAE312 National Economic Policy](#)

Completion Rule

- Must pass 6 credit points in {MAE201, MAE203, MAE214, MAE256, MAE307, MAE312}
- Must pass 1 credit points in {MAE301, MAE304}
- Must pass 1 credit points in {MAE305, MAE306}

FINANCE (MJ-M30045)

[MAA250 Ethics for Financial Professionals](#)

[MAE256 Analytical Methods in Economics and Finance](#)

[MAF202 Money and Capital Markets](#)

[MAF203 Business Finance](#)

[MAF210 Quantitative Methods for Business](#)

[MAF302 Corporate Finance](#)

[MAF306 International Finance and Investment](#)

[MAF307 Equities and Investment Analysis](#)

[MAF308 Derivative and Fixed Income Securities](#)

Completion Rule

- Must pass 7 credit points in {MAA250, MAF202, MAF203, MAF302, MAF306, MAF307, MAF308} And
- Must pass 1 credit points in {MAE256, MAF210}

Note(s)

Waterfront (Geelong) and Warrnambool students will be required to undertake units in Online mode.

FINANCIAL PLANNING (MJ-M30044)

[MAA215 Client Behaviour and Decision Making](#)

[MAA250 Ethics for Financial Professionals](#)

[MAA255 Financial Planning](#)

<u>MAA317 Superannuation Planning</u>
<u>MAA318 Advanced Financial Planning</u>
<u>MAA319 Estate Planning and Insurance</u>
<u>MAF307 Equities and Investment Analysis</u>
<u>MLC301 Principles of Income Tax Law</u>

Completion Rule

- Must pass all unit(s) in {MAA215, MAA250, MAA255, MAA317, MAA318, MAA319, MAF307, MLC301}

Note(s)

M300 Bachelor of Commerce is the recommended pathway for membership of professional organisations.

Waterfront (Geelong) and Warrnambool students will be required to undertake one unit in Online mode.

Financial Planning students intending to undertake an Honours degree must complete the Finance major sequence.

HUMAN RESOURCE MANAGEMENT (MJ-M30046)

<u>MMH230 Fundamentals of Human Resource Management</u>
<u>MMH231 Human Resource Practice</u>
<u>MMH232 Human Resource Development</u>
<u>MMH250 Workplace Conflict Resolution</u>
<u>MMH331 Strategic Human Resource Management</u>
<u>MMH349 Employment Relations</u>
<u>MMH352 International Human Resource Management</u>
<u>MMH356 Change Management</u>

Completion Rule

- Must pass all unit(s) in {MMH230, MMH231, MMH232, MMH250, MMH331, MMH349, MMH352, MMH356}

JOURNALISM (MJ-A318003)

<u>ALJ111 Introduction to Journalism</u>
<u>ALJ112 News Reporting</u>
<u>ALJ216 Feature Writing</u>
<u>ALJ218 Podcasting and Audio Journalism</u>
<u>ALJ221 Video Journalism</u>
<u>ALJ222 From the Fourth Estate to Fake News</u>
<u>ALJ330 News Production Workshop 1</u>
<u>ALJ331 News Production Workshop 2</u>

Completion Rule

- Must pass 8 credit points in {ALJ111, ALJ112, ALJ216, ALJ218, ALJ221, ALJ222, ALJ330, ALJ331}

MANAGEMENT (MJ-M30038)

[MMH230 Fundamentals of Human Resource Management](#)

[MMH356 Change Management](#)

[MMM240 Organisational Behaviour](#)

[MMM241 Entrepreneurship and Innovation](#)

[MMM267 Business Logistics](#)

[MMM306 Global Strategy and International Management](#)

[MMM308 Applied Management Capabilities](#)

[MMM343 Business Ethics](#)

Completion Rule

- Must pass all unit(s) in {MMH230, MMH356, MMM240, MMM241, MMM267, MMM306, MMM308, MMM343}

MANAGEMENT INFORMATION SYSTEMS (MJ-M30039)

[MIS201 Digital Business Analysis](#)

[MIS202 Managing Data and Information](#)

[MIS231 Professional Ethics in the Digital Age](#)

[MIS313 Strategic Supply Chain Management](#)

[MIS352 Business Process Management](#)

[MIS362 Social Media Analytics and Data Driven Innovation](#)

[MIS398 Project Management](#)

[MIS399 Applied Business Project](#)

[MIT399 Applied Business Project \(Study Tour\)](#)

Completion Rule

- Must pass all unit(s) in {MIS201, MIS202, MIS231, MIS313, MIS352, MIS362, MIS398}
- Must pass 1 unit(s) in {MIS399, MIT399}

Note(s)

Waterfront (Geelong) students will be required to undertake some units in Online mode.

MARKETING (MJ-M30040)

[MMK251 Services Marketing](#)

[MMK266 Consumer Behaviour](#)

[MMK280 Brand Management](#)

<u>MMK295 Integrated Marketing Communications in the Digital Age</u>
<u>MMK325 Strategic Marketing</u>
<u>MMK365 Marketing Insights</u>
<u>MMK368 Business Marketing</u>
<u>MMM343 Business Ethics</u>
<u>MMT280 Brand Management (Tour)</u>

Completion Rule

- Must pass all unit(s) in {MMK251, MMK266, MMK295, MMK325, MMK365, MMK368, MMM343}
- Must pass 1 unit(s) in {MMK280, MMT280}

Note(s)

Waterfront (Geelong) students will be required to undertake some units in Online mode.

PUBLIC RELATIONS (MJ-A318004)
<u>ALR103 Introduction to Public Relations</u>
<u>ALR104 Strategic Communication and Writing</u>
<u>ALR210 Media Relations Strategy</u>
<u>ALR212 Public Relations Projects</u>
<u>ALR213 Issues, Crisis, and Risk Communication</u>
<u>ALR214 Lobbying, Advocacy and Public Opinion</u>
<u>ALR301 Public Relations Campaigns</u>
<u>ALR376 Ethics, Persuasion and Society</u>

Completion Rule

- Must pass 8 credit points in {ALR103, ALR104, ALR210, ALR212, ALR213, ALR214, ALR301, ALR376}